



# FUTURE FOOD 2019

Hosted by:



**UAE Food & Beverage  
Manufacturers**

A business group of Dubai Chamber  
of Commerce and Industry

25 - 26 September 2019 | Address Dubai Mall | UAE

[www.futurefood2019.com](http://www.futurefood2019.com)

Transforming Our World of Food and Beverage Manufacturing



The inaugural edition will be headlined by:



**H.E. Mariam Bint  
Mohammed Al Mheiri**  
Minister of State for Food  
Security, UAE



**H.E. Abdullah Al Maeen**  
Director General  
Emirates Standardization &  
Metrology Authority, UAE



**Saleh Lootah**  
Chairman  
Food & Beverage  
Manufacturing Business Group



**Mella Frewen**  
Director General  
Food and Drink Europe,  
Belgium



**Tariq Alwahedi**  
CEO  
Agthia Group PJSC

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The **Future Food Forum 2019** hosted by the UAE Food and Beverage Manufacturers Association aims to connect and develop food and beverage manufacturing industry and leaders and empower industry growth.

The outlook for the food and beverage manufacturing business in the region is positive. Thanks to the increase in the population, per capita disposable income, food consumption is increasing and at the same time going through a change in consumption pattern due to: new dietary habits, health consciousness is creating demand for new and diverse foods. Regional food manufacturers have to play a massive role in overcoming the ever increasing dependency on imported foods which is

often leading to food shortages and pricing issues. Government stakeholders need to work with the local manufacturers and value-added resellers to create the right balance. A combination of all these factors open up the need for a platform that brings together with all stakeholders of food business in the region today to examine and find answers for some of the critical challenges faced by the food and beverage manufacturers today

This inaugural year's theme "**Transforming Our World of Food and Beverage Manufacturing**" is more than a tagline. It's a promise to create an event that is authentic to Food and Beverage Manufacturers - Our Challenges, Our Opportunities, Our Future

## The forum is an opportunity:

-  To get together to discuss core issues faced by our industry
-  Learn from successful best practices
-  Understand how others improved their processes, people & culture
-  Get an insight on the current trends of the market
-  Avoid pitfalls that can take your business in a downward spiral

This will be well-executed via thought provoking topics and issues that are relevant, this will enable an opportunity to strengthen food and beverage manufacturing business.

**Welcome to the Future Food 2019.**

## Who will be there?

Top leaders representing Middle Eastern and global food and beverage manufacturing companies, CEOs, presidents and senior executives from operations, sales, finance, supply chain, legal, science & regulatory, talent development and marketing gathering to accelerate the industry to new levels of growth, learn how to compete and be successful in the market that is changing beyond recognition.






## Why should I attend?

The **Future Food Forum 2019** is a culmination of all aspects of food and beverage manufacturing business - this platform will address the challenges faced by food and beverage manufacturers, producers, brand and label owners, retailers, logistics and technology service providers, government organisations and other law enforcement agencies involved in the business of food manufacturing.



## Key outcomes

	CEO Round Table		400+ decision makers in attendance
	Workshops, Keynotes		5 strategic white papers on Future Food

The **Future Food Forum** is the first of its kind event aimed at food and beverage manufacturing leaders taking place in the Middle East region. A culmination of all aspects of food and beverage manufacturing business - the platform will address the challenges faced by food and beverage manufacturers, producers, brand and label owners, retailers, logistics and technology service providers, government organisations and other law enforcement agencies involved in the business of food manufacturing.

### *“Transforming Our World of Food and Beverage Manufacturing”*

The forum will discuss how regional manufacturers, investors, and entrepreneurs can transform the GCC food and beverage market with strong fundamentals for meeting the demands of staple food requirements but quite immature when it comes to meeting the needs for value-added and niche products. The forum will analyze what measures are needed to sustain strong growth and innovation and how manufacturers can reap the benefits and stay relevant.

The forum will look at the state of food manufacturing on a global level, highlighting world best practices. Taking place over two days the event will feature high-level panel discussions, keynote presentation and industry-specific workshops and master classes.

# What will be discussed at Future Food 2019 Forum?

- Role of the Food Industry is securing a robust National Food Security Strategy
- Insights into the Future of Food Business that is expected to transform manufacturing and business practises
- How modern economies rely on disruptive food business innovations
- How traditional and modern brands are making our food healthier?
- What can regional businesses do to train and retain their personnel?
- Merits and Pitfalls of Promotion Focussed Food Retailing
- E-commerce trends that are redefining traditional food business – how the industry should re-position
- Understanding the possible emerging best practices and adapting to challenges within

## Preliminary Speakers:



**H.E. Mariam Bint  
Mohammed Al Mheiri**  
*Minister of State for Food  
Security, UAE*



**H.E. Abdullah Al Maeni**  
*Director General  
Emirates Standardization &  
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Belgium*



**Tariq Alwahedi**  
*CEO  
Agthia Group PJSC*



**Thamer Temairik**  
*CEO  
Halwani Bros, KSA*



**Frédéric Boned**  
*Senior Vice President EMEA  
DSM Human Nutrition & Health,  
DSM, Switzerland*



**Luke Truin**  
*CEO  
Food People, UAE*

## Key Themes:

- Disruptive innovations in food manufacturing and retailing
- Evolving role of the Food Regulators
- Transformative technologies that are creating an impact on food distribution
- Future food supply chains – where are the pain points



## Speakers:

World-class, local and international food business leaders

Experts with a track record of conducting interactive workshops and training sessions addressing key challenges faced by the regional and global food business

## Key Benefits & Key Takeaways:

- Following these workshops, participants will walk away an in-depth understanding of the food business best practices and services available to them, as well as emerging best practices?
- Key benefit of such a day is its format where participants will not only get access to specialized workshops of their interest but also have the opportunity to attend plenary panel discussions where experts will be discussing issues and challenges which are to them.

## Agenda (Tentative)

08:00 - 09:00	Registration and Morning CEO Round Table	08:00 - 09:00	Registration & Morning Regulators Round Table
09:30 - 09:45	Opening Address by the Honorable Minister	09:30 - 09:45	Keynote Address by VIP Guest Speaker
09:45 - 10:15	Keynote Address by VIP Guest Speaker	09:45 - 10:15	Food Business Supply Chain
10:15 - 11:15	Panel Discussion One	11:15 - 11:30	Networking break & Workshop breakout
11:15 - 11:30	Networking break & Workshop breakout	11:30 - 12:30	Stream One Disruptive Innovation
11:30 - 12:30	Disruptive Innovation		Stream Two Food Regulation Best Practises
12:30 - 13:30	Networking Luncheon		Stream Three Transformative Tech
13:30 - 14:30	Food Regulation Best Practises		Stream Four Food Business Supply Chain
14:30 - 15:30	Transformative Tech	12:30 - 13:30	Networking Luncheon
15:30 - 15:45	Conclusive remarks by FNB & End of Day	13:30 - 14:30	Stream One Disruptive Innovation
			Stream Two Food Regulation Best Practises
			Stream Three Transformative Tech
			Stream Four Food Business Supply Chain
		14:30 - 15:00	Joint Session with key outcomes of each workshop
		15:00 - 15:15	Conclusive remarks by FNB & End of Day

## Media Partners:



## About F&B Group



### UAE Food & Beverage Manufacturers

A business group of Dubai Chamber of Commerce and Industry

The Food and Beverages Manufacturing Business Group (FBMG) is an association that brings together all food and beverage manufacturing firms in the UAE. Formed in 2012, under the auspices of the Dubai Chamber of Commerce, the FBMG is committed to the development of the food and beverage industry. The group provides a platform for firms to cooperate and resolve some of the key challenges faced by the food and beverages industry in the region. This is also an opportunity for firms to network and collaborates on innovations that will benefit the industry.

Enabling excellence in the food and beverage industry by building and improving local capabilities.

Bridging the gap between the industry and the government, across all policy, strategy and regulatory aspects.

Facilitating synergy among member companies by providing opportunities for networking and sharing of knowledge and industry expertise.

Offering current information and communication on all industry related matters.

[www.fnbdubai.com](http://www.fnbdubai.com)

## Organised by:

Ejtemaat Knowledge Network provides high quality B2B conferences, exhibitions, customised workshops and training programmes. We also offer strategic and technical consulting for delivering cutting edge events across different vertical industries. We have conceived and executed great knowledge building events and finds innovative formats to deliver those events across the Middle East region.

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